

Message Text

UNCLASSIFIED

PAGE 01 TOKYO 01553 040939Z

43

ACTION EA-07

INFO OCT-01 ISO-00 EB-05 DRC-01 RSC-01 /015 W

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R 040812Z FEB 74

FM AMEMBASSY TOKYO

TO USDOC USTS

INFO SECSTATE WASHDC 9751

UNCLAS TOKYO 1553

E.O. 11652: N/A

TAGS: ETRD

SUBJECT: TOUR DEVELOPMENT/LOOK ALASKA BROCHURE

TYOWAS 4-167 RE WASTYO 4-152MD. CALCULATIONS SUBMITTED FOR ALL FIVE WHOLESALERS BASED ON ALL TOUR OFFERINGS INCLUDING ALASKA AND EXCLUDING ONLY GUAM/HAWAII. JTB-OOK AND JALPAK CHOOSE TO PUBLISH ALASKA TOURS SEPARATELY FROM THEIR GENERAL VISIT USA (MAINLAND) BROCHURE. OTHER THREE WHOLESALERS INCLUDE ALASKA IN THEIR OVERALL VISIT USA BROCHURE. THEREFORE YOU MIGHT CONSIDER TOTAL BROCHURE PRODUCTION COST FOR JTB-LOOK TO BE DOLS65,000 AND FOR JALPAK DOLS 184,000.

RE LACK OF INCLUSION OF ALASKA AS INCREMENTAL FEATURE, OLLENDORFF HAD DETAILED TO US THAT CALCULATIONS OF PRINTING COSTS DID NOT DEPEND ON ONE-TO-ONE CORRELATION WITH INCREMENTAL FEATURES LIST. SHOESMITH

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: TOURISM, PUBLICATIONS
Control Number: n/a
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Draft Date: 04 FEB 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: n/a
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Handling Restrictions: n/a
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Previous Handling Restrictions: n/a
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Review Content Flags:
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Review Event:
Review Exemptions: n/a
Review History: RELEASED <31 MAY 2002 by elbezefj>; APPROVED <29 NOV 2002 by shawdg>
Review Markings:

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Review Media Identifier:
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Status: NATIVE
Subject: TOUR DEVELOPMENT/LOOK ALASKA BROCHURE TYOWAS 4-167 RE WASTYO 4-152MD. CALCULATIONS SUBMITTED FOR ALL
TAGS: ETRD, JA, US, GQ
To: COM
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